

National Cemetery Administration

Changes to the 2012 Memorial Products Survey Next of Kin and Funeral Directors

In keeping with its vision to be the model of excellence for burial and memorials for our Nation's Veterans and their families, the National Cemetery Administration (NCA) added nine questions to the 2012 Memorial Products Survey Next of Kin Questionnaire.

The first two sets of questions (2a –b and 13a – c) were added to obtain additional information about the type of products respondents ordered. This allows NCA to conduct product-specific analysis of memorial items ordered. The demographic questions (14-17) are added to the survey to gain a better understanding of the needs and expectations of women and minorities as they relate to the products and services VA provides.

Changes to the Funeral Directors survey were minor and questions revised to include all burial products.

The survey changes implemented do not present an additional burden on the respondents.

Next of Kin Questionnaire

Added questions:

- 2a - b
- 13a. – c
- 14 – 17

Funeral Directors Questionnaire

- Question 2: added the “medallions” and changed the answer options
- Question 8 and 8b: deleted and revised to one question
- Question 9: added the word “medallion”

For questions regarding the survey, please contact Ronald Cheich, Director, Business Process Improvement Service at (202) 461-6686.